



MINUTES OF THE WINGHAM BUSINESS IMPROVEMENT AREA GENERAL MEETING

Date: April 17, 2025

Time: 6:30 pm

Location: North Huron Wescast Community Centre – Hot Stove Lounge

Call to Order: 6:30 pm

General Discussion: None

Moved By: Doug Kuyvenhoven

Seconded By: Joey Havers

CARRIED

Adjournment: 6:30pm

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MINUTES OF THE WINGHAM BUSINESS IMPROVEMENT AREA BOARD MEETING

Date: April 17, 2025

Time: 6:31 pm

Location: North Huron Wescast Community Centre – Hot Stove Lounge

Members Present:

Dave Tiffin, Chair
Doug Kuyvenhoven, Treasurer
Joey Havers
Jim Snyder
Ryan Fergusson
Amanda Martyn, Secretary

Regrets:

Mitchell Wright, Mitchell Pyke

Others Present:

1. CALL TO ORDER: 6:31pm

2. CONFIRMATION OF THE AGENDA

Moved By: Doug Kuyvenhoven

Seconded By: Joey Havers

THAT the Wingham BIA Board hereby accept the Agenda, as presented, for the April 17 2025 meeting.

CARRIED

3. DISCLOSURE OF PECUNIARY INTEREST - None Noted

4. MOTION TO RECEIVE MINUTES OF PRIOR MEETING

Moved By: Doug Kuyvenhoven

Seconded By: Joey Havers

THAT the Wingham BIA Board hereby adopts the minutes of the March 20, 2025 meeting, as presented

CARRIED

5. PUBLIC MEETINGS/DELEGATIONS – Nothing to report

6. BUSINESS ARISING – None noted at this time, some follow up is still ongoing

7. CHAIR REPORT – Nothing to report

8. FINANCIAL REPORT

Motion to Accept: Doug Kuyvenhoven

Seconded By: Jim Snyder

Not a lot new to report. \$72,000.00 in the account - of that \$20,000.00 is BIA Bucks. \$2,400.00 in income (this is up \$450.00 from last year) as a result of associate member fees. Expenses of \$1000.00 due to retail promotion items. We are at \$505.00 net income to date.

Accounts receivable is almost nil.

There was a Blackburn Media invoice that got missed for last year, so this now falls in this current year. There are also some town invoices for the last half of 2024 year, which falls into this year. This is normal to have some carry over.

CARRIED

9. NORTH HURON COUNCIL REPORT – Nothing to report

Questions to ask for council:

Do we feel we're getting benefit from the economic development and community coordinator for the township?

Where do we stand with the theatre agreement?

10. COMMITTEE REPORTS

a. Retail

An email went out this week – they have nailed down the dates for the annual Sidewalk Sales - July 24-26. They have an additional promo that Sue from Pandora is spearheading (this is separate from sidewalk sales). Next meeting for retail is in a couple of weeks. 38 retailers currently in the mail chain and getting fairly good participation and responses.

A request was made to have the garbage cans put back out on the main street for the 2025 season... preferred sooner rather than later as the main street is now more active. Dave is to send a request out to get this going.

Nancy Hayes from Dollarama noted that the bins outside were not collected in the fall. Dollarama has been emptying them all season on their own. The amount of people using them now, could be emptied 3-4 times a day.... This is an added cost for them.

b. Curb Appeal

This coming Tuesday is Earth Day. Everything is lined up and prepared. BIA is responsible for it this year. Start time is 8:30am at the Train Station. Volunteers will be cleaning up the town. We have now captured the emails for those who have participated in the past.

c. Projects Update

Motion to Accept: Joey Havers

Seconded: Jim Snyder

-Video Surveillance

Need to get Carson in on a meeting, hopefully between now and next BIA meeting.

-New LED Sign

Next steps is to push for the sign permit, and get quotes on the sign itself

-Hydro Poles

Doug to follow up with Sepoy on the wiring for the poles north of the train station

-Vance Park Naming

The Vance committee had a zoom call and the request was brought up as to whether they would pay anything for signage. It was recommended that we make an application through the recreation portion due to it being for the park. Applications are open August to September. We would need to decide what we will budget for, what we want it to look like etc. Action wise, do we want to peruse this? Yes. What type of sign do we want: Do we like the rock similar to what is at Cruickshank park? This would be \$10-15K. Do we want a sandblasted cedar sign? Do we want to do an entryway and benches too? What

is the wording we want on the sign? We will need to get town input regardless, but more to come on this proposal.

It was noted that the roof on the changeroom station down there also needs replaced. This would maybe fall on the township to apply, however there are other projects that are currently required being worked on. There is the possibility that the Lions Club could put in an application as well.

-Digital Sign Advertising Policy

Proposal provided for review by Doug. This proposal was mimicked off of the one in existence from North Perth.

Main discussion points:

- the ads will be paid in full at the time of booking
- we want to stay with the business and public event-related material
- we reserve the right to reject, however the businesses can be from out of town
- it gives businesses the opportunity to create their own ads however there will be a charge applied if they want to change the ad after
- it can be hiring ads, promotions etc.
- sign, running from 5am-12pm
- the money that we are charging for this... the paid admin member will get the \$50.00 fee for creation of the ad, and then a portion of any other (for example, 1 week \$75.00, we take the \$50.00, admin staff would get \$25.00).
- this is great way to recoup costs and build funds for replacement parts, hydro etc.
- do we need to set a limit as to how many ads we can take in case it is really popular?
- we are taking the word "3rd party ad" out of the document, as this is too confusing, essentially no BIA member can place an ad on behalf of a non-member
- this may drive up our associate memberships
- we will need to review the BIA website sign policy

Joey has put forward a motion to move to adopt this project as a means to raise funds for new LED sign and upcoming maintenance and other expenses. We are going to start with what is proposed, and adjust as we go if needed. Seconded by Jim Snyder. Next steps, proceed in speaking with the admin staff to finalize details.

CARRIED

11. Other Business

-The wiring is being replaced down Victoria Street/Foodland area. Should we be proceeding with the idea of setting up for a charging station? Possibly the economic development team could assist? Dave will reach out regarding any updates on the charging station.

12. CLOSED SESSION (IF REQUIRED)

None

13. ADJOURNMENT

Moved By: Jim Snyder

Seconded By: Ryan Fergusson

Next meeting is Thursday May 15th

THAT the Wingham BIA Board agrees that there being no further business before the Board, the meeting adjourn at 7:27pm.

CARRIED

Chair

Secretary